

ABSTRACT OF THE DISCLOSURE

A process of making a liquid laundry detergent composition comprising a polyanionic ammonium surfactant, the process comprising: forming the polyanionic ammonium surfactant by mixing a liquid carrier with: (a1) from about 0.03% to about 85%, by weight of the composition, of a conjugate acid of an anionic surfactant; and (a2) from about 10% to about 50%, based on the molar equivalent of the amount of the conjugate acid, of a polyamine; (a3) wherein the mixing of (a1) and (a2) is carried out in the substantial absence of bases other than the polyamine. Also included is a process wherein the monoanionic surfactant is formed along with the polyanionic ammonium surfactant, in which case a base other than the polyamine may be present but than the amount of such base should be no greater than the required stoichiometric amount of the base to form the monoanionic surfactant.